C 9550-L A

Farm Supplier

CROP CHEMICAL SURVEY

Geographic Analysis of:

- Percent of dealers selling:
  - Specific herbicides
  - Specific crop insecticides
  - Specific fungicides
  - Specific fumigants
  - Specific adjuvants
- Best selling crop chemicals
- Dollar sales volume of seven classes of crop chemicals
- Seasonality in ordering and selling herbicides, crop insecticides
- Other information

June 1982

Copyright © 1982

by

Research Section of Watt Publishing Co.
Mount Morris, Illinois 61054

Purpose of Survey

The purpose of this 1981 crop chemical survey of the U.S. FARM SUPPLIER audience was to update most of the information in our earlier - 1970 and especially 1976 - pesticide surveys.

SURVEY METHOD

Sample Selection: Every nth name was systematically drawn from the FARM SUPPLIER November 1981 BPA qualified U.S. circulation list of retail farm supply dealers and/or custom applicators. The value of n was such as to cover this list and provide some 1,000 names. The list was arranged in zip code sequence during the nth name extraction.

Sample Size:

	Total U.S.	Corn States*	Cotton States*	Other States*
Number in mailing sample...	1,000	510	186	304
Number of usable returns...	629	345	115	169
Number of unusable returns.	28	15	8	5
Number of returns.....	657	360	123	174
Percent response.....	65.7%	70.6%	66.1%	57.2%

*See page 5 for States included.

Questionnaire Design: The questionnaire - that appears at the back of this report - was designed to obtain the information considered most needed by the FARM SUPPLIER staff and by crop chemical manufacturers. The order, arrangement, and wording of the questions were guided by generally accepted mail survey technique.

Mailing Procedure: Computer-printed control cards containing the survey sample names and other information were numbered consecutively. Each questionnaire mailed was also numbered to match the number assigned the recipient on the control card.

The first mailing went out November 23, 1981. About a week later a post card reminder was sent to each person on the sample list.

A follow-up questionnaire was mailed December 7th to all non-respondents. About a week later a second post card reminder went out to all non-respondents.

A third questionnaire (second follow-up) identical to those in the earlier mailings went out to second mailing non-respondents on December 23rd.

Tabulation and Report Writing: The survey returns were tabulated by Analytical Computer Service Inc., Chicago. The Watt Publishing Company Research Section wrote this report.

HIGHLIGHTS

1. Among the 74% of FARM SUPPLIER retail dealers that sold crop chemicals (pesticides) in 1981 . . .

   (a) 98% sold an average of about $305,000 each in herbicides - up from the earlier reported $112,000 sold in 1975,

   (b) 91% sold an average of $148,000 each in crop insecticides - up from $53,900 in 1975,

   (c) 50% sold an average of $43,800 each in fungicides - up from $15,000,

   (d) 56% sold an average of $8,400 each in fumigants - up from $4,800, and

   (e) 45% sold an average of $3,900 each in adjuvants. (pages 6, 7, 32-33, 35)

2. Corn and soybeans are the crops for which the largest number of dealers sell herbicides; and corn and alfalfa were most frequently mentioned for crop insecticides. (pages 7-8)

3. The average number of brands of crop chemicals sold per related dealer in late 1981 were (a) about 27 brands of herbicides, (b) about 10 crop insecticides, (c) 4.1 fungicides, (d) 2 fumigants, and (e) 1.9 adjuvants. (pages 13, 17, 19, 21, 23)

4. The twelve herbicides carried by the largest number of dealers in late 1981 were, in descending order: Roundup, Lasso, 2,4-D, AAtrex 4L, Banvel, Treflan, Basagran, AAtrex Nine-O, AAtrex 80W, Sencor, Bladex 80WP, and Paraquat. Cited by the largest number of dealers as one of their two best sellers (largest dollar volume) were Lasso and AAtrex 4L. (pages 10, 24-25)

5. The six insecticides carried by the largest number of dealers were, in descending order, Sevin, Malathion, Furadan, Dyfonate, Counter 15-G, and Diazinon. Most often reported as one of their two best-sellers were. in order, Furadan, Dyfonate, and Counter 15-G. (pages 14, 26)

Not To Be Reproduced Whole Or In Part

(MORE)

6. The four fungicides stocked and sold by the largest number of dealers were, in order, Captan, Benlate, Copper Sulfate, and Zineb. And most often cited as best sellers were Benlate and Captan. (pages 18, 27)

7. The five most widely-carried fumigants were, in order, Methyl Bromide, Tetrafume, Dowfume MC-2, Carbon Tetrachloride, and Brom-o-gas. Cited most often as best sellers were Carbon Tetrachloride and Tetrafume. (pages 20, 28).

8. The four most widely-carried adjuvants were, in order, Ortho X 77, Citowett Plus, Wex, and Unite. Ortho X 77 was also mentioned most often as a best seller. (pages 23, 28)

9. The quality mentioned most often as accounting for the popularity of the dealer's best-selling . . .

   (a) herbicide was "Effective control of grasses," named by 70% of herbicide dealers - up from 67% in 1975,

   (b) crop insecticide was "Effectiveness against a broad range of insect pests," cited by 66% of insecticide dealers - up from 60%. (page 31)

10. Dealers order the bulk of their herbicides in the six months from November through April, with January the top single month. Nationally, dealers order most of their crop insecticides also from November through April, though cotton state dealers favor January through July. (page 42)

11. At least one half of herbicide and crop insecticide farmer customers discuss the purchase with the dealer before buying, according to 51% of herbicide dealers, and 59% of crop insecticide dealers. To the question "When farmers ask you for information or advice in selecting a specific herbicide or crop insecticide, do they usually follow your recommendation?" the answer "Yes" was given by 98% of the respective dealers. (pages 46-47)

Not To Be Reproduced Whole Or In Part

FARM SUPPLIER CROP CHEMICAL SURVEY

DETAILED FINDINGS

1. ITEMS SOLD IN 1981

	Total U.S.	Corn States[1/]	Cotton States[2/]	Other States[3/]
Respondents..	629	345	115	169
Percent of dealers[4/] reporting:				
Feed (complete feed, supplement, premix, pet food)	67%	67%	60%	70%
Fertilizer (including foliar nutrients)	78%	77%	78%	79%
Crop pesticides (herbicides, insecticides, fungicides, fumigants, nematicides, etc.)	74%	76%	71%	71%
(Fertilizer and/or crop pesticides)	(83%)	(83%)	(84%)	(85%)
Animal health products (including feed additives sold separately)	63%	63%	55%	67%
Garden and lawn supplies	58%	54%	59%	67%
Hardware (including power equipment)	43%	37%	50%	50%
(Garden and lawn supplies and/or hardware)	(64%)	(60%)	(65%)	(72%)
Seed corn	56%	56%	53%	59%
Forage seed	50%	49%	48%	53%
(Seed corn and/or forage seed)	(63%)	(62%)	(61%)	(67%)
Grain, grain storage, grain drying	48%	48%	43%	51%
Other services (including custom application, etc.)	48%	51%	40%	46%
Other products	21%	19%	25%	22%

1/ Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin, that in 1981 accounted for 75.7% of all U.S. corn (for grain) acreage harvested. These nine corn states (which also contributed 57.4% of 1981 U.S. soybean acreage), as well as the states in the "Cotton" and "Other" areas have been kept the same as those in the 1976 Farm Supplier Pesticide Survey report to show regional trends.

2/ Alabama, Arizona, Arkansas, California, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee, and Texas, that in 1981 accounted for 96.3% of all U.S. cotton acreage harvested. In 1981 the above 19 corn and cotton states combined accounted for 81.4% of U.S. corn, 85.2% of soybean, and 97.6% of cotton acreage.

3/ The 31 remaining states. Alaska, Colorado, Connecticut, Delaware, Florida, Hawaii, Idaho, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, Utah, Vermont, Virginia, Washington, West Virginia, and Wyoming.

4/ "Dealers" refers to the November 1981 Farm Supplier circulation list of U.S. retail farm supply dealers. The approximate number in this circulation, by area, was: Total U.S. - 20,251; Corn States - 10,146; Cotton States - 3,807; Other States - 6,298.

2. "If you sell crop pesticides please check each of the following types that you regularly stock and sell."

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	455	260	79	116
Percent of crop pesticide dealers reporting:				
Herbicides (weed killers).....	98%	99%	97%	97%
Crop insecticides.....	91%	91%	86%	92%
Fungicides.....	50%	35%	67%	71%
(Fumigants).....(56%)		(48%)	(58%)	(72%)
Grain fumigants.....	46%	45%	39%	51%
Soil fumigants.....	19%	7%	34%	37%
Other fumigants.....	4%	1%	5%	9%
Nematicides.....	28%	20%	38%	39%
Other crop pesticides (defoliants, dessicants, etc.).....	34%	31%	38%	37%
Adjuvants.....	45%	45%	49%	45%

3. CROPS FOR WHICH DEALERS SELL HERBICIDES

Respondents..	441	257	74	110
Percent of herbicide dealers reporting:				
Crop				
Alfalfa.....	49%	49%	28%	61%
Apples.....	7%	4%	7%	15%
Barley.....	20%	12%	15%	41%
Corn (for grain).....	87%	95%	65%	83%
Cotton.....	8%	2%	34%	6%
Forage crops other than alfalfa....	18%	14%	22%	25%
Irish potatoes.....	8%	3%	16%	15%
Milo.....	27%	20%	45%	32%
Oats.....	38%	38%	30%	44%
Peanuts.....	4%	*	14%	7%
Pecans.....	4%	*	15%	4%
Sorghum grain.....	27%	20%	42%	33%
Soybeans.....	71%	85%	51%	53%
Sweet corn.....	27%	25%	26%	34%
Tobacco.....	7%	2%	4%	21%
Tomatoes.....	15%	9%	27%	22%
Wheat.....	48%	39%	53%	66%
Woody plants.....	13%	10%	16%	20%
Non-crop areas				
Fish ponds.....	27%	28%	24%	26%
Pastures and roadsides.....	58%	57%	62%	57%

*Less than 0.5%.

3. CROPS FOR WHICH DEALERS SELL INSECTICIDES

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	408	235	68	105
Percent of insecticide dealers reporting:				
Crop				
Alfalfa	57%	61%	34%	63%
Apples	17%	13%	18%	25%
Barley	12%	6%	12%	26%
Corn (for grain)	82%	96%	50%	72%
Cotton	8%	2%	31%	6%
Forage crops other than alfalfa	16%	11%	19%	26%
Irish potatoes	13%	5%	25%	22%
Milo	21%	14%	37%	25%
Oats	19%	14%	26%	28%
Peanuts	3%	-	12%	6%
Pecans	7%	*	29%	6%
Sorghum grain	19%	13%	32%	26%
Soybeans	42%	44%	41%	37%
Sweet corn	24%	20%	28%	30%
Tobacco	8%	3%	4%	22%
Tomatoes	19%	11%	37%	26%
Wheat	29%	21%	38%	43%
Woody plants	6%	2%	15%	9%
Non-crop areas				
Fish ponds	3%	2%	6%	3%
Pastures and roadsides	15%	9%	29%	20%

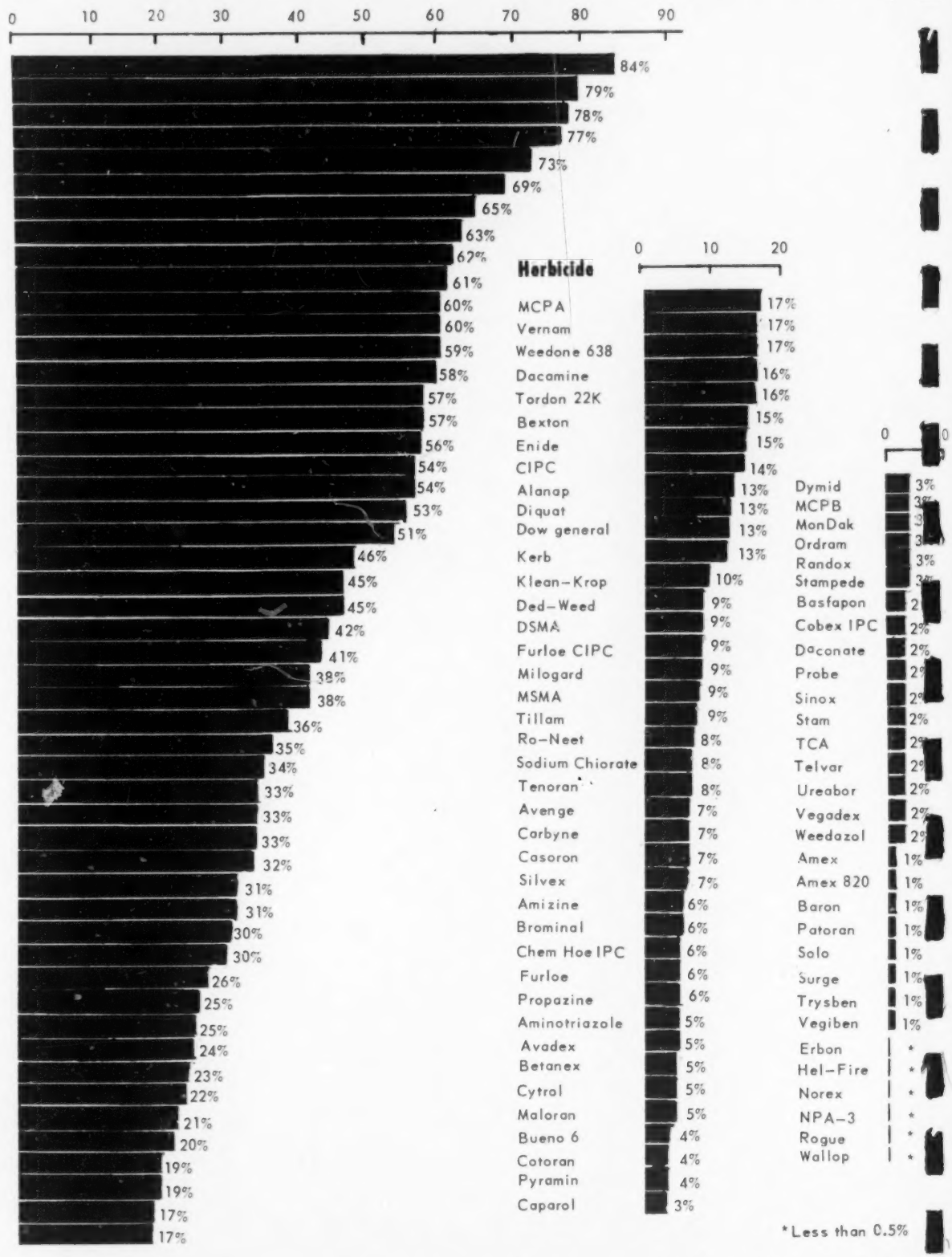
*Less than 0.5%.

3. CROPS FOR WHICH DEALERS SELL FUNGICIDES

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	192	83	41	68
Percent of fungicide dealers reporting:				
Crop				
Alfalfa	15%	18%	7%	16%
Apples	29%	28%	20%	35%
Barley	15%	10%	10%	24%
Corn (for grain)	33%	42%	22%	29%
Cotton	6%	-	20%	6%
Forage crops other than alfalfa	8%	2%	10%	15%
Irish potatoes	14%	5%	20%	21%
Milo	6%	1%	15%	7%
Oats	15%	16%	12%	16%
Peanuts	6%	-	12%	10%
Pecans	8%	1%	29%	4%
Sorghum grain	7%	1%	15%	10%
Soybeans	39%	45%	44%	28%
Sweet corn	14%	5%	24%	18%
Tobacco	12%	5%	10%	22%
Tomatoes	31%	22%	49%	31%
Wheat	34%	29%	37%	38%
Woody plants	11%	5%	20%	13%
Non-crop areas				
Fish ponds	9%	6%	12%	10%
Pastures and roadsides	9%	4%	10%	16%

SPECIFIC HERBICIDES SOLD

PERCENT OF HERBICIDE DEALERS REGULARLY STOCKING AND SELLING



*Less than 0.5%

NOTE: The percentages on this page do **NOT** measure herbicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

4. SPECIFIC HERBICIDES SOLD

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	448	256	77	115
Percent of herbicide dealers regularly stocking and selling:				
AAtrex	57%	64%	40%	52%
AAtrex 4L	77%	86%	55%	75%
AAtrex 80W	62%	67%	40%	65%
AAtrex Nine-O	63%	77%	35%	51%
Alanap	13%	11%	21%	13%
Amex	1%	-	1%	2%
Amex 820	1%	-	1%	2%
Amiben	46%	67%	12%	23%
Aminotriazole	5%	4%	5%	7%
Amitrol-T	19%	16%	14%	27%
Amizine	6%	5%	9%	7%
Avadex	5%	2%	8%	10%
Avenge	7%	2%	12%	16%
Banvel	73%	79%	55%	72%
Banvel K	22%	29%	4%	20%
Baron	1%	*	1%	1%
Basagran	65%	81%	40%	48%
Basalin	33%	42%	29%	17%
Basfapon	2%	1%	9%	1%
Betanex	5%	2%	9%	9%
Bexton	15%	20%	3%	10%
Bicep	51%	58%	32%	47%
Bladex 80 WP	60%	74%	29%	50%
Bladex 15 G	38%	54%	13%	18%
Bladex 4 WDS	45%	59%	18%	33%
Blazer	38%	43%	31%	30%
Brominal	6%	3%	6%	13%
Bueno 6	4%	-	13%	5%
Butyrac	31%	32%	29%	30%
Caparol	3%	1%	13%	2%
Carbyne	7%	2%	13%	15%
Casoron	7%	2%	12%	14%
Chem Hoe IPC	6%	2%	10%	10%
CIPC	14%	16%	8%	13%
Cobex IPC	2%	1%	6%	3%
Copper Sulfate	24%	16%	35%	36%
Cotoran	4%	*	16%	3%
Cytrol	5%	2%	9%	9%
2,4-D	78%	78%	79%	76%
Dacamine	16%	15%	16%	19%

*Less than 0.5%.

NOTE: The percentages in the above table do NOT measure herbicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

(continued)

4. SPECIFIC HERBICIDES SOLD (continued)

	Total U.S.	Corn States	Cotton States	Other States
Daconate	2%	-	6%	5%
Dacthal	54%	59%	47%	49%
Ded-Weed	9%	9%	12%	5%
Dinitros	17%	10%	29%	25%
Diquat	13%	7%	18%	23%
Dow general	13%	11%	16%	17%
Dowpon (Dalapon)	25%	18%	38%	32%
DSMA	9%	1%	39%	8%
Dual	56%	64%	40%	50%
Dymid	3%	*	6%	6%
Dyanap	33%	34%	31%	33%
Enide	15%	6%	18%	31%
Eptam	32%	24%	39%	47%
Eradicane	58%	67%	39%	53%
Erbon	*	-	1%	1%
Esteron 99	42%	45%	40%	37%
Furloe	6%	7%	6%	5%
Furloe CIPC	9%	12%	4%	7%
Hel-Fire	*	-	1%	1%
Hoelon 3 EC	35%	49%	6%	21%
Hyvar	30%	31%	36%	22%
Karmex	17%	5%	51%	23%
Kerb	13%	10%	14%	20%
Klean-Krop	10%	5%	18%	16%
Lasso	79%	89%	60%	70%
Lasso 4 EC	59%	76%	32%	41%
Lexone 50W	30%	36%	16%	26%
Lexone 4L	45%	54%	26%	37%
Lexone DF	36%	49%	19%	18%
Lorox	53%	61%	36%	44%
Maloran	5%	4%	3%	9%
MCPA	17%	16%	10%	22%
MCPB	3%	2%	4%	4%
Milogard	9%	4%	19%	14%
Modown	25%	39%	5%	10%
MonDak	3%	1%	1%	8%
MSMA	9%	1%	38%	7%
Norex	*	-	-	2%
NPA-3	*	-	-	1%
Ordram	3%	1%	10%	2%

*Less than 0.5%.

NOTE: The percentages in the above table do NOT measure herbicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

(continued)

4. SPECIFIC HERBICIDES SOLD (continued)

	Total U.S.	Corn States	Cotton States	Other States
Paraquat	60%	58%	62%	64%
Patoran	1%	*	-	2%
Premerge	19%	10%	29%	32%
Princep	54%	52%	52%	61%
Probe	2%	1%	9%	-
Propazine	6%	5%	8%	9%
Prowl	41%	42%	40%	39%
Pyramin	4%	2%	10%	4%
Ramrod	26%	37%	6%	17%
Randox	3%	5%	1%	2%
Rogue	*	-	-	2%
Ro-Neet	8%	2%	14%	18%
Roundup	84%	84%	79%	87%
Sencor	61%	70%	42%	57%
Sencor Sprayule	31%	39%	18%	21%
Silvex	7%	5%	10%	9%
Simazine	20%	13%	30%	30%
Sinox	2%	*	5%	2%
Sodium Chlorate	8%	4%	25%	6%
Solo	1%	1%	1%	3%
Stam	2%	1%	5%	1%
Stampede	3%	3%	1%	4%
Surflan	21%	18%	31%	23%
Surge	1%	-	4%	2%
Sutan	57%	69%	27%	50%
2, 4, 5-T	34%	31%	43%	33%
TCA	2%	2%	3%	3%
Telvar	2%	-	4%	3%
Tenoran	8%	4%	10%	16%
Tillam	9%	2%	12%	22%
Tolban	33%	34%	32%	33%
Tordon	23%	26%	23%	16%
Tordon 22K	16%	16%	12%	18%
Treflan	69%	74%	64%	61%
Trysben	1%	*	3%	2%
Ureabor	2%	1%	5%	4%
Vegadex	2%	*	5%	4%
Vegiben	1%	*	-	2%
Vernam	17%	18%	10%	20%
Wallop	*	*	-	1%
Weedazol	2%	2%	5%	3%
Weedone 638	17%	16%	17%	19%
Other	3%	2%	6%	4%
Average number of herbicides stocked and sold, per herbicide dealer	26.6	27.7	23.9	26.2

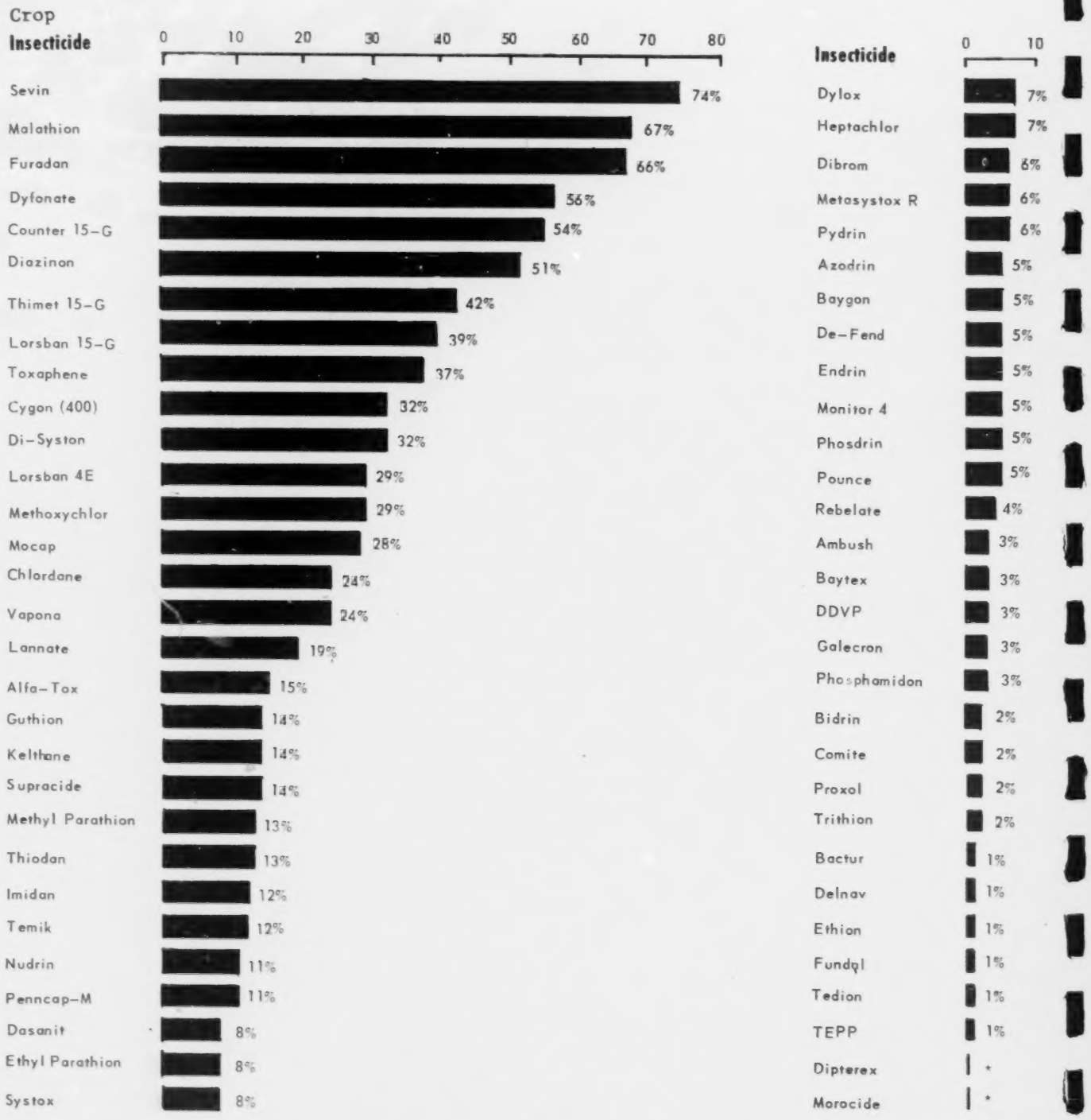
*Less than 0.5%.

NOTE: The percentages in the above table do NOT measure herbicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

SPECIFIC INSECTICIDES SOLD FOR CROPS

PERCENT OF CROP INSECTICIDE DEALERS REGULARLY STOCKING AND SELLING



*Less than 0.5%

NOTE: The percentages on this page do **NOT** measure insecticide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

5. SPECIFIC INSECTICIDES SOLD FOR CROPS

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	438	251	76	111
Percent of crop insecticide dealers regularly stocking and selling:				
Alfa-Tox.....	15%	15%	11%	17%
Ambush.....	3%	*	13%	4%
Azodrin.....	5%	*	16%	8%
Bactur.....	1%	-	-	4%
Baygon.....	5%	1%	16%	5%
Baytex.....	3%	1%	8%	5%
Bidrin.....	2%	-	13%	-
Chlordane.....	24%	14%	43%	36%
Comite.....	2%	-	5%	4%
Counter 15-G.....	54%	73%	17%	38%
Cygon (400).....	32%	24%	46%	41%
Dasanit.....	8%	5%	11%	14%
DDVP.....	3%	4%	8%	-
De-Fend.....	5%	2%	16%	4%
Delnav.....	1%	*	5%	-
Diazinon.....	51%	42%	68%	59%
Dibrom.....	6%	2%	17%	10%
Dipterex.....	*	1%	-	-
Di-Syston.....	32%	13%	59%	54%
Dyfonate.....	56%	72%	21%	46%

*Less than 0.5%.

NOTE: The percentages in the above table do NOT measure insecticide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

(continued)

5. SPECIFIC INSECTICIDES SOLD FOR CROPS (continued)

	Total U.S.	Corn States	Cotton States	Other States
Dylox	7%	3%	11%	12%
Endrin	5%	2%	7%	12%
Ethion	1%	*	1%	3%
Ethyl Parathion	8%	4%	16%	13%
Fundal	1%	-	5%	2%
Furadan	66%	71%	47%	69%
Galecron	3%	1%	11%	2%
Guthion	14%	6%	29%	22%
Heptachlor	7%	6%	12%	5%
Imidan	12%	9%	11%	20%
Kelthane	14%	5%	30%	23%
Lannate	19%	8%	38%	33%
Lorsban 4E	29%	39%	9%	18%
Lorsban 15 G	39%	57%	12%	18%
Malathion	67%	61%	74%	76%
Metasystox R	6%	2%	17%	9%
Methoxychlor	29%	20%	46%	40%
Methyl Parathion	13%	5%	32%	20%
Mocap	28%	37%	8%	21%
Monitor 4	5%	2%	5%	11%
Morocide	*	-	-	1%

*Less than 0.5%.

NOTE: The percentages in the above table to NOT measure insecticide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

(continued)

5. SPECIFIC INSECTICIDES SOLD FOR CROPS (continued)

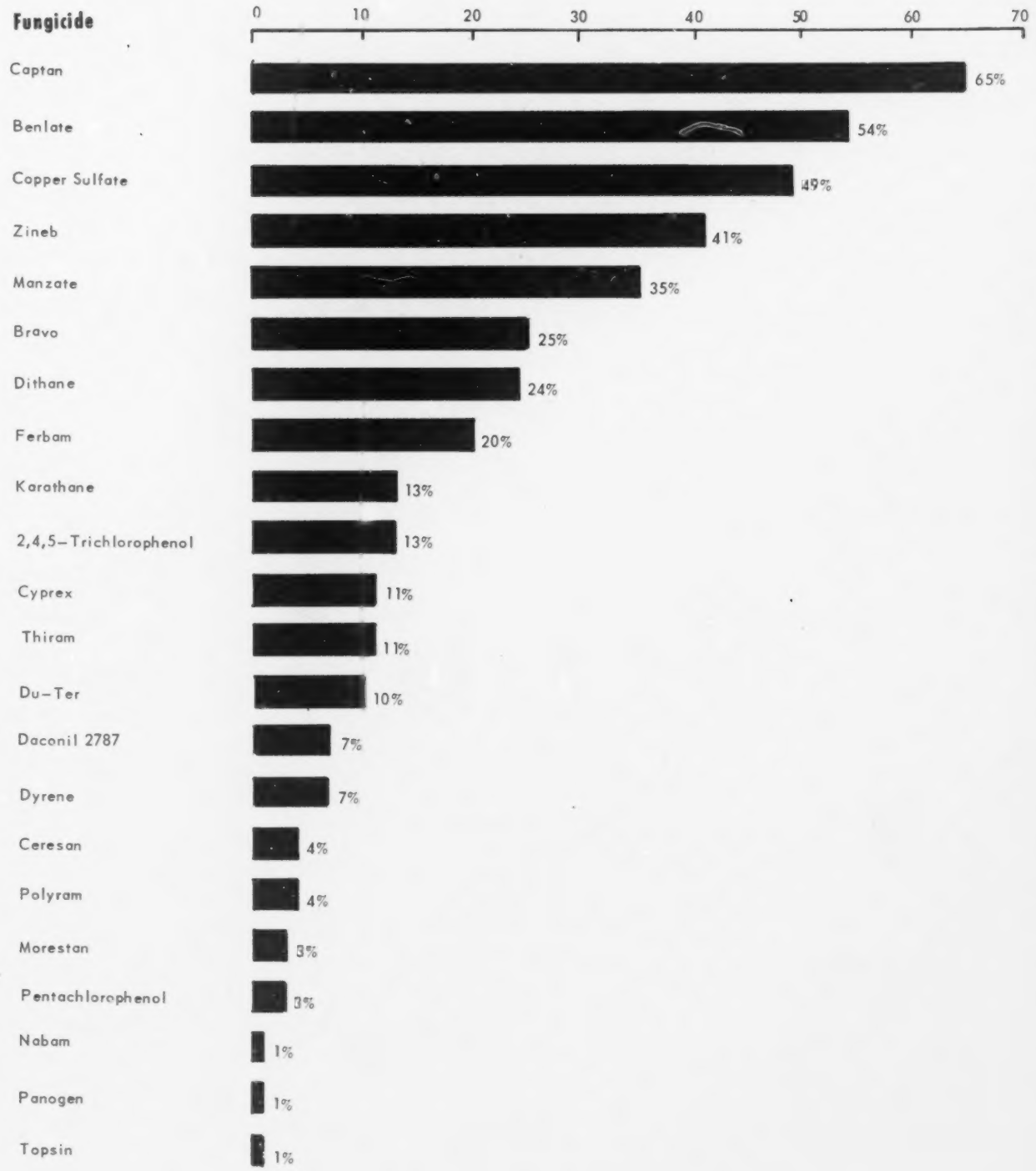
	Total U.S.	Corn States	Cotton States	Other States
Nudrin	11%	2%	33%	19%
Penncap-M	11%	10%	5%	18%
Phosdrin	5%	2%	11%	10%
Phosphamidon	3%	1%	5%	8%
Pounce	5%	-	16%	7%
Proxol	2%	1%	1%	5%
Pydrin	6%	1%	14%	12%
Rebelate	4%	4%	8%	3%
Sevin	74%	69%	78%	84%
Supracide	14%	13%	8%	23%
Systox	8%	2%	18%	14%
Tedion	1%	-	5%	2%
Temik	12%	3%	26%	23%
TEPP	1%	-	3%	2%
Thimet 15-G	42%	50%	18%	38%
Thiodan	13%	4%	29%	22%
Toxaphene	37%	27%	53%	48%
Trithion	2%	1%	5%	3%
Vapona	24%	23%	29%	24%
Other	2%	2%	3%	1%
Average number of crop insecticides stocked and sold, per insecticide dealer	9.6	8.2	11.8	11.5

NOTE: The percentages in the above table do NOT measure insecticide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

SPECIFIC FUNGICIDES SOLD

PERCENT OF FUNGICIDE DEALERS REGULARLY STOCKING AND SELLING



NOTE: The percentages on this page do **NOT** measure fungicide brand market share. The percentage apply to people, not to product.

Not To Be Reproduced Whole Or In Part

5. SPECIFIC FUNGICIDES SOLD

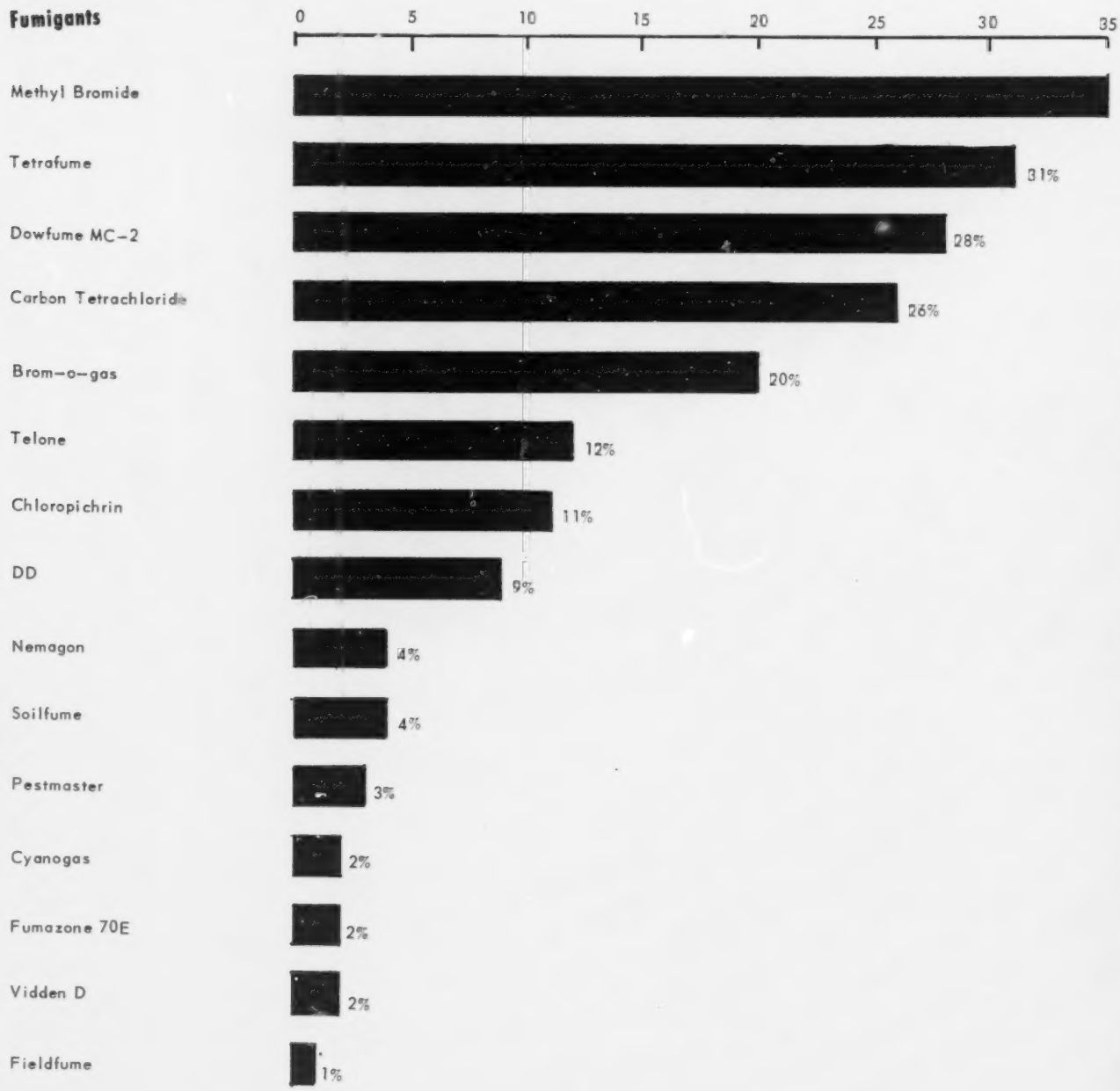
	Total U.S.	Corn States	Cotton States	Other States
Respondents..	237	92	61	84
Percent of fungicide dealers regularly stocking and selling:				
Benlate	54%	37%	72%	58%
Bravo	25%	12%	30%	36%
Captan	65%	61%	66%	68%
Ceresan	4%	4%	5%	2%
Copper Sulfate	49%	43%	46%	58%
Cyprex	11%	7%	15%	12%
Daconil 2787	7%	1%	15%	8%
Dithane	24%	20%	23%	30%
Du-Ter	10%	3%	20%	10%
Dyrene	7%	1%	10%	12%
Ferbam	20%	11%	20%	31%
Karathane	13%	10%	16%	14%
Manzate	35%	26%	34%	45%
Morestan	3%	1%	3%	5%
Nabam	1%	-	3%	-
Panogen	1%	-	2%	1%
Pentachlorophenol	3%	2%	3%	5%
Polyram	4%	3%	2%	7%
Thiram	11%	8%	11%	14%
Topsin	1%	1%	2%	-
2, 4, 5-Trichlorophenol	13%	14%	13%	11%
Zineb	41%	36%	41%	48%
Other	4%	4%	3%	4%
Average number of fungicides stocked and sold, per fungicide dealer	4.1	3.1	4.6	4.8

NOTE: The percentages in the above table do NOT measure fungicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

SPECIFIC FUMIGANTS SOLD

PERCENT OF FUMIGANT DEALERS REGULARLY STOCKING AND SELLING



NOTE: The percentages on this page do **NOT** measure fumigant brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

5. SPECIFIC FUMIGANTS SOLD

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	169	76	34	59
Percent of fumigant dealers regularly stocking and selling:				
Brom-o-gas.....	20%	8%	24%	32%
Carbon Tetrachloride.....	26%	33%	18%	22%
Chloropichrin.....	11%	11%	9%	12%
Cyanogas.....	2%	3%	3%	2%
DD.....	9%	1%	26%	10%
Dowfume MC-2.....	28%	14%	44%	36%
Fieldfume.....	1%	1%	-	-
Fumazone 70E.....	2%	-	6%	3%
Methyl Bromide.....	35%	17%	59%	44%
Nemagon.....	4%	-	12%	5%
Pestmaster.....	3%	1%	3%	5%
Soilfume.....	4%	-	6%	7%
Telone.....	12%	-	24%	20%
Tetrafume.....	31%	54%	3%	19%
Vidden D.....	2%	-	-	5%
Other.....	8%	9%	6%	7%
Average number of fumigants stocked and sold, per fumigant dealer.....	2.0	1.5	2.4	2.3

NOTE: The percentages in the above table do NOT measure fumigant brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

5. SPECIFIC NEMATICIDES SOLD

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	56	17*	20	19*
Percent of nematicide dealers regularly stocking and selling:				
Dasanit.....	63%	82%	30%	79%
Nemacur.....	41%	18%	70%	32%
Other.....	11%	6%	10%	16%
Average number of nematicides stocked and sold, per nematicide dealer.....	1.2	1.1	1.1	1.3

NOTE: The percentages in the above table do NOT measure nematicide brand market share. The percentages apply to people, not to product.

5. OTHER SPECIFIC PESTICIDES SOLD

Respondents..	13*	2**	9**	2**
Among dealers who stock and sell other pesticides, percent reporting:				
DEF 6.....	69%	100%	78%	-
Vendex.....	23%	-	11%	100%
Other.....	8%	-	11%	-
Average number of other pesticides stocked and sold, per dealer selling other pesticides	1.0	1.0	1.0	1.0

NOTE: The percentages in the above table do NOT measure brand market share of other pesticides. The percentages apply to people, not to product.

*Percentages of this base should be viewed with more than usual caution.

**Percentages of this base are not projectable.

Not To Be Reproduced Whole Or In Part

5. SPECIFIC ADJUVANTS SOLD

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	257	157	37	63
Percent of adjuvant dealers regularly stocking and selling:				
Citowett Plus.....	48%	67%	19%	19%
Extend.....	6%	7%	3%	5%
Ortho X 77.....	74%	71%	78%	81%
Triton.....	8%	3%	22%	13%
Unite.....	17%	24%	-	11%
Wex.....	25%	27%	19%	24%
Other (written-in:)				
Amway.....	1%	2%	-	-
Aquagene.....	1%	1%	-	-
Miscellaneous (mentioned once each).....	11%	7%	14%	17%
Other (not specified)....	2%	1%	3%	3%
Average number of adjuvants stocked and sold, per adjuvant dealer.....	1.9	2.1	1.7	1.7

NOTE: The percentages in the above table do NOT measure adjuvant brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

6. BEST-SELLING HERBICIDES

Herbicides Reported By Dealers As One Of Their Two Best Sellers (Dollar Volume) In 1981

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	270	155	46	69
Percent of herbicide dealers reporting:				
AAtrex	5%	3%	2%	12%
AAtrex 4L	27%	28%	13%	33%
AAtrex 80W	6%	6%	2%	9%
AAtrex Nine-O	9%	9%	2%	13%
Amiben	2%	1%	2%	3%
Amitrol-T	*	-	2%	-
Avadex	1%	-	-	4%
Avenge	*	-	-	1%
Banvel	2%	1%	4%	3%
Banvel K	1%	-	-	3%
Basagran	6%	5%	11%	4%
Basalin	1%	1%	4%	1%
Bexton	*	-	-	1%
Bicep	4%	5%	-	3%
Bladex 80 WP	4%	5%	2%	3%
Bladex 15 G	1%	1%	-	-
Bladex 4 WDS	2%	4%	-	-
Brominal	*	-	-	1%
Caparol	*	1%	-	-
Casoron	1%	-	4%	-
Cotoran	*	1%	-	-
2,4-D	9%	3%	24%	12%
Dacamine	*	-	-	1%
Dacthal	*	-	-	1%
Dow general	*	-	-	1%
Dowpon (Dalapon)	*	-	-	1%
Dual	7%	8%	2%	7%
Dymid	*	-	-	1%
Enide	1%	1%	-	1%
Eptam	1%	-	2%	4%

*Less than 0.5%.

NOTE: The percentages in the above table do NOT measure herbicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

(continued)

6. BEST-SELLING HERBICIDES (cont.)

	Total U.S.	Corn States	Cotton States	Other States
Eradicane	3%	3%	-	3%
Esteron 99	*	1%	-	-
Hoelon 3 EC	*	-	-	1%
Karmex	*	-	-	1%
Klean-Krop	*	-	-	1%
Lasso	28%	34%	11%	25%
Lasso 4 EC	21%	29%	9%	12%
Lexone 4L	3%	4%	-	1%
Lexone DF	*	1%	-	-
Lorox	2%	3%	-	3%
MCPA	1%	-	-	4%
Milogard	1%	-	2%	1%
MSMA	1%	-	7%	-
Ordram	1%	-	4%	1%
Paraquat	3%	-	7%	6%
Patoran	*	-	-	1%
Premerge	1%	-	-	3%
Princep	1%	1%	2%	-
Propazine	*	-	-	1%
Prowl	1%	-	4%	-
Ramrod	1%	2%	-	1%
Ro-Neet	1%	-	-	4%
Roundup	7%	1%	7%	19%
Sencor	3%	3%	4%	3%
Sencor Sprayule	1%	1%	-	-
Simazine	*	-	-	1%
Stampede	*	-	-	1%
Surflan	*	1%	-	-
Sutan	9%	14%	4%	3%
2, 4, 5-T	2%	1%	4%	1%
Tolban	1%	1%	4%	-
Tordon	*	-	-	1%
Tordon 22K	1%	-	-	3%
Treflan	16%	17%	24%	9%
Weedone 638	1%	-	7%	1%
Other	*	-	-	1%

*Less than 0.5%.

NOTE: The percentages in the above table do NOT measure herbicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

6. BEST-SELLING INSECTICIDES

Insecticides Reported By Dealers As One Of Their Two Best Sellers (Dollar Volume) In 1981

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	229	132	37	60
Percent of insecticide dealers reporting:				
Alfa-Tox.....	*	-	-	2%
Ambush.....	1%	-	8%	-
Azodrin.....	1%	-	-	3%
Bidrin.....	1%	-	5%	-
Chlordane.....	2%	1%	5%	3%
Counter 15-G.....	26%	38%	8%	10%
Cygon (400).....	1%	2%	-	2%
DDVP.....	*	1%	-	-
De-Fend.....	1%	1%	3%	-
Diazinon.....	7%	2%	19%	10%
Di-Syston.....	2%	-	5%	5%
Dyfonate.....	27%	38%	8%	13%
Fundal.....	*	-	-	2%
Furadan.....	28%	29%	8%	37%
Guthion.....	1%	-	5%	2%
Imidan.....	*	-	-	2%
Kelthane.....	1%	-	5%	-
Lannate.....	3%	1%	11%	5%
Lorsban 4E.....	3%	5%	-	2%
Lorsban 15 G.....	10%	13%	3%	10%
Malathion.....	8%	4%	16%	13%
Metasystox R.....	1%	-	5%	-
Methoxychlor.....	3%	1%	14%	-
Methyl Parathion.....	2%	2%	3%	2%
Mocap.....	4%	5%	3%	2%
Morocide.....	*	-	-	2%
Nudrin.....	2%	1%	11%	-
Penncap-M.....	2%	1%	3%	3%
Pounce.....	*	-	3%	-
Proxol.....	*	-	-	2%
Pydrin.....	*	-	3%	-
Rebelate.....	*	-	-	2%
Sevin.....	14%	8%	16%	27%
Supracide.....	2%	1%	-	5%
Systox.....	1%	-	3%	2%
Temik.....	2%	-	5%	5%
Thimet 15-G.....	7%	10%	3%	5%
Thiodan.....	*	-	-	2%
Toxaphene.....	3%	2%	3%	7%
Vapona.....	2%	3%	3%	-
Other.....	1%	1%	3%	-

*Less than 0.5%.

NOTE: The percentages in the above table do NOT measure insecticide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

6. BEST-SELLING FUNGICIDES

Fungicides Reported By Dealers As One Of Their Two Best Sellers (Dollar Volume) In 1981

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	68	25	19*	24
Percent of fungicide dealers reporting:				
Benlate.....	38%	20%	58%	42%
Bravo.....	6%	-	16%	4%
Captan.....	32%	28%	16%	50%
Ceresan.....	3%	4%	-	4%
Copper Sulfate.....	16%	24%	5%	17%
Daconil 2787.....	6%	-	16%	4%
Dithane.....	12%	28%	5%	-
Du-Ter.....	4%	4%	11%	-
Dyrene.....	3%	-	5%	4%
Ferbam.....	1%	-	-	4%
Karathane.....	1%	-	-	4%
Manzate.....	13%	20%	5%	13%
Polyram.....	4%	4%	-	8%
Thiram.....	1%	-	5%	-
2, 4, 5-Trichlorophenol.	6%	8%	11%	-
Zineb.....	12%	12%	5%	17%
Other.....	3%	4%	-	4%

*Percentages of this base should be viewed with more than usual caution.

NOTE: The percentages in the above table do NOT measure fungicide brand market share. The percentages apply to people, not to product.

Not To Be Reproduced Whole Or In Part

6. BEST-SELLING FUMIGANTS

Fumigants Reported By Dealers As One Of Their Two Best Sellers (Dollar Volume) In 1981

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	40	15*	8**	17*
Percent of fumigant dealers reporting:				
Brom-o-gas.....	20%	13%	38%	18%
Carbon Tetrachloride...	25%	27%	13%	29%
Chloropichrin.....	5%	13%	-	-
DD.....	15%	7%	50%	6%
Dowfume MC-2.....	15%	-	25%	24%
Fumazone 70E.....	3%	-	-	6%
Methyl Bromide.....	18%	13%	13%	24%
Pestmaster.....	3%	7%	-	-
Soilfume.....	3%	-	-	6%
Telone.....	8%	-	25%	6%
Tetrafume.....	22%	47%	-	12%
Vidden D.....	5%	-	-	12%

NOTE: The percentages in the above table do NOT measure fumigant brand market share. The percentages apply to people, not to product.

6. BEST-SELLING ADJUVANTS

Adjuvants Reported By Dealers As One Of Their Two Best Sellers (Dollar Volume) In 1981

Respondents..	57	33	9**	15*
Percent of adjuvant dealers reporting:				
Citowett Plus.....	25%	30%	22%	13%
Ortho X 77.....	61%	64%	44%	67%
Triton.....	5%	3%	11%	7%
Unite.....	11%	18%	-	-
Wex.....	14%	9%	11%	27%
Other (written-in): Amway.....	4%	6%	-	-
Miscellaneous (mentioned once each).....	21%	15%	22%	33%
Other (not specified)..	2%	3%	-	-

NOTE: The percentages in the above table do NOT measure adjuvant brand market share. The percentages apply to people, not to product.

*Percentages of this base should be viewed with more than usual caution.

**Percentages of this base are not projectable.

Not To Be Reproduced Whole Or In Part

7. "Do you stock the dry flowable or water dispersible granular formulations of AAtrex Nine-O, Lexone DF, and/or Sencor Sprayule?"

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	438	254	72	112
Percent of crop pesticide dealers answering "Yes".....	73%	83%	47%	67%

(a) "If 'yes,' which herbicide(s)?"

Respondents..	319	212	34	73
Percent of "yes"-answering dealers reporting:				
AAtrex Nine-O.....	89%	92%	74%	85%
Lexone DF.....	51%	58%	53%	29%
Sencor Sprayule.....	40%	45%	38%	27%

7. (cont.)

(b) "Do you feel that these dry flowable or water dispersible granular formulations will eventually replace less than half, most, or all, of the liquid and powder formulations of those products?"

AAtrex Nine-O	Total U.S.	Corn States	Cotton States	Other States
Respondents..	301	202	31	68
Among dealers who stock dry flowable or water dispersible granular formulations of AAtrex Nine-O, percent reporting:				
Less than half.....	34%	30%	29%	50%
Most.....	47%	53%	39%	33%
All.....	7%	7%	10%	4%
Have no idea.....	12%	10%	22%	13%
Lexone DF				
Respondents..	211	155	21	35
Among dealers who stock dry flowable or water dispersible granular formulations of Lexone DF, percent reporting:				
Less than half.....	23%	20%	24%	34%
Most.....	43%	47%	33%	34%
All.....	17%	19%	19%	6%
Have no idea.....	17%	14%	24%	26%
Sencor Sprayule				
Respondents..	194	142	20	32
Among dealers who stock dry flowable or water dispersible granular formulations of Sencor Sprayule, percent reporting:				
Less than half.....	21%	20%	20%	25%
Most.....	41%	41%	40%	38%
All.....	18%	21%	15%	6%
Have no idea.....	20%	18%	25%	31%

8. "What qualities account for the popularity of your best-selling herbicide?"

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	414	242	71	101
Percent of herbicide dealers reporting:				
Effective control of grasses.....	70%	77%	59%	61%
Effective control of broadleaf weeds...	52%	50%	56%	55%
Broad spectrum activity.....	34%	35%	34%	33%
Safety to crop.....	40%	44%	34%	36%
Medium-range residual activity (long enough to keep fields clean until crop approaches maturity, but with no hazard to following crop rotation)...	34%	38%	27%	29%
Reasonable cost.....	43%	45%	37%	46%
Ease of application.....	32%	33%	34%	26%
Compatibility with other pesticides....	22%	26%	18%	18%
Other.....	2%	2%	1%	3%

9. "What qualities account for the popularity of your best-selling crop insecticide?"

Respondents..	391	228	65	98
Percent of crop insecticide dealers reporting:				
Effectiveness against a broad range of insect pests.....	66%	65%	65%	68%
Effectiveness against a specific pest..	35%	31%	48%	37%
Ease of application.....	28%	28%	29%	28%
Safety to applicator.....	33%	35%	34%	28%
Low residual toxicity (to permit legal marketing of crop).....	21%	23%	17%	18%
Long residual activity against insects.	19%	18%	15%	23%
Reasonable cost.....	42%	46%	38%	34%
Other.....	2%	2%	-	1%

10. "What was your approximate dollar sales volume of the following classes of pesticides that you did sell in the last twelve months?"

Herbicide Sales

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	242	152	32	58
Percent of herbicide dealers reporting:				
$500,000 or more.....	13%	15%	13%	11%
$200,000 - $499,999.....	24%	25%	19%	24%
$50,000 - $199,999.....	35%	38%	28%	29%
$1 - $49,999.....	28%	22%	40%	36%
Average dollar volume of herbicides, per herbicide dealer.....	$305,000	$371,000	$186,000	$199,000

Crop Insecticide Sales

Respondents..	227	144	30	53
Percent of crop insecticide dealers reporting:				
$100,000 or more.....	25%	23%	30%	28%
$25,000 - $99,999.....	35%	40%	23%	26%
$10,000 - $24,999.....	22%	20%	30%	25%
$1 - $9,999.....	18%	17%	17%	21%
Average dollar volume of crop insecticides, per crop insecticide dealer.....	$148,000	$98,000	$388,000	$148,000

10. (cont.)

Fungicide Sales

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	80	32	20	28
Percent of fungicide dealers reporting:				
$100,000 or more.....	15%	6%	10%	29%
$10,000 - $99,999.....	28%	25%	45%	18%
$3,000 - $9,999.....	25%	25%	30%	21%
$1 - $2,999.....	32%	44%	15%	32%
Average dollar volume of fungicides, per fungicide dealer.....	$43,800	$30,000	$29,400	$69,700

Fumigant Sales

Respondents..	76	36	12*	28
Percent of fumigant dealers reporting:				
$10,000 or more.....	20%	8%	41%	25%
$5,000 - $9,999.....	22%	22%	17%	25%
$2,000 - $4,999.....	21%	25%	25%	14%
$1 - $1,999.....	37%	45%	17%	36%
Average dollar volume of fumigants, per fumigant dealer.....	$8,400	$5,400	$10,400	$11,600

*Percentages and averages of this base should be viewed with more than usual caution.

10. (cont.)

Nematicide Sales

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	22	6**	5**	11*
Percent of nematicide dealers reporting:				
$30,000 or more.....	18%	-	-	37%
$10,000 - $29,999.....	23%	17%	20%	27%
$3,000 - $9,999.....	32%	33%	40%	27%
$1 - $2,999.....	27%	50%	40%	9%
Average dollar volume of nematicides, per nematicide dealer.....	$12,200	$3,800	$4,200	$20,400

Other Pesticide Sales

Respondents..	39	18*	7**	14*
Among dealers selling other pesticides, percent reporting:				
$50,000 or more.....	21%	28%	-	21%
$10,000 - $49,999.....	23%	17%	29%	29%
$2,000 - $9,999.....	33%	33%	57%	21%
$1 - $1,999.....	23%	22%	14%	29%
Average dollar volume of other pesticides, per dealer selling any.....	$21,100	$26,000	$9,800	$20,500

*Percentages and averages of this base should be viewed with more than usual caution.

**Percentages and averages of this base are not projectable.

10. (cont.)

Adjuvant Sales

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	81	42	14*	25
Among dealers selling adjuvants, percent reporting:				
$10,000 or more.....	14%	5%	21%	24%
$3,000 - $9,999.....	22%	21%	21%	24%
$2,000 - $2,999.....	21%	26%	22%	12%
$1 - $1,999.....	43%	48%	36%	40%
Average dollar volume of adjuvants, per adjuvant dealer.....	$3,900	$3,300	$4,700	$4,500

11. "In which of the following forms do you sell pesticides?"

Herbicides

Respondents..	413	237	70	106
Percent of herbicide dealers reporting:				
Liquid.....	97%	97%	99%	95%
Powder.....	71%	74%	57%	75%
Granular flowable.....	68%	78%	49%	58%
Other granular.....	26%	30%	29%	15%
(Any granular).....	(73%)	(81%)	(63%)	(63%)
Other.....	1%	1%	1%	1%

*Percentages and averages of this base should be viewed with more than usual caution.

11. (cont.)

Insecticides

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	401	234	68	99
Percent of insecticide dealers reporting:				
Liquid.....	74%	60%	94%	92%
Powder.....	47%	35%	59%	65%
Granular flowable.....	40%	47%	16%	41%
Other granular.....	29%	38%	26%	11%
(Any granular).....	(65%)	(79%)	(40%)	(51%)
Other.....	1%	*	1%	1%

Fungicides

Respondents..	196	81	50	65
Percent of fungicide dealers reporting:				
Liquid.....	58%	58%	54%	60%
Powder.....	72%	65%	74%	80%
Granular flowable.....	12%	5%	14%	18%
Other granular.....	6%	4%	10%	5%
(Any granular).....	(16%)	(9%)	(22%)	(20%)
Other.....	2%	2%	2%	2%

*Less than 0.5%.

12(a). "What type(s) of crop pesticide container(s) do you prefer*?"

For LIQUID Herbicide

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	401	231	69	101
Percent of herbicide dealers reporting:				
Metal.....	71%	77%	61%	62%
Plastic.....	92%	92%	88%	93%
Glass.....	13%	7%	19%	24%
Other.....	3%	3%	3%	4%

For LIQUID Insecticide

Respondents..	339	182	63	94
Percent of insecticide dealers reporting:				
Metal.....	63%	64%	62%	61%
Plastic.....	74%	71%	79%	77%
Glass.....	31%	26%	33%	37%
Other.....	2%	2%	2%	3%

For LIQUID Fungicide

Respondents..	169	67	41	61
Percent of fungicide dealers reporting:				
Metal.....	41%	43%	39%	39%
Plastic.....	69%	61%	83%	69%
Glass.....	25%	30%	24%	20%
Other.....	8%	1%	10%	13%

*The word "prefer" became separated from question 12(a), raising the possibility that some respondents assumed the last word to be "use" rather than "prefer."

12(a). (cont.)

For GRANULAR Herbicide

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	351	212	52	87
Percent of herbicide dealers reporting:				
Bag.....	85%	88%	79%	82%
Bags in carton.....	45%	44%	40%	52%
Fiber drum.....	5%	3%	10%	9%
Other.....	2%	3%	2%	1%

For GRANULAR Insecticide

Respondents..	334	203	48	83
Percent of insecticide dealers reporting:				
Bag.....	87%	93%	77%	80%
Bags in carton.....	37%	32%	48%	45%
Fiber drum.....	4%	2%	6%	5%
Other.....	*	-	-	1%

For GRANULAR Fungicide

Respondents..	116	42	31	43
Percent of fungicide dealers reporting:				
Bag.....	78%	76%	74%	81%
Bags in carton.....	41%	36%	52%	40%
Fiber drum.....	3%	-	3%	7%
Other.....	2%	-	3%	2%

*Less than 0.5%.

12(a). (cont.)

For POWDERED Herbicide

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	312	194	45	73
Percent of herbicide dealers reporting:				
Bags in carton.....	85%	87%	71%	88%
Water-soluble bag.....	30%	32%	38%	21%
Other bag.....	9%	9%	11%	10%
Metal.....	6%	5%	11%	5%
Fiber drum.....	5%	2%	11%	8%
Other.....	*	1%	-	-

For POWDERED Insecticide

Respondents..	240	129	44	67
Percent of insecticide dealers reporting:				
Bags in carton.....	78%	74%	66%	91%
Water-soluble bag.....	26%	23%	52%	15%
Other bag.....	14%	16%	11%	10%
Metal.....	6%	5%	5%	7%
Fiber drum.....	4%	3%	7%	4%
Other.....	*	-	2%	-

For POWDERED Fungicide

Respondents..	130	48	36	46
Percent of fungicide dealers reporting:				
Bags in carton.....	82%	79%	67%	96%
Water-soluble bag.....	18%	13%	28%	17%
Other bag.....	10%	10%	11%	9%
Metal.....	8%	8%	6%	9%
Fiber drum.....	5%	4%	8%	4%
Other.....	2%	-	6%	2%

*Less than 0.5%.

12(b). "What SIZE(S) of herbicide container(s) do you prefer?"

For LIQUID Herbicide

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	420	244	71	105
Percent of herbicide dealers reporting:				
Quart.....	11%	7%	20%	16%
Gallon.....	39%	29%	52%	51%
5 Gallon Can.....	72%	73%	76%	68%
30 Gallon Drum.....	25%	30%	20%	19%
55 Gallon Drum.....	25%	33%	17%	11%
Over 500 Gallon Bulk....	12%	19%	4%	3%
Other.....	10%	12%	8%	9%

For GRANULAR Herbicide

Respondents..	389	229	62	98
Percent of herbicide dealers reporting:				
5 - 10 lbs.....	35%	24%	61%	46%
15 - 20 lbs.....	13%	11%	15%	15%
25 - 30 lbs.....	13%	15%	13%	10%
40 - 50 lbs.....	54%	64%	32%	46%
Other.....	2%	1%	2%	2%

For POWDERED Herbicide

Respondents..	352	202	62	88
Percent of herbicide dealers reporting:				
1 - 2 lbs.....	11%	5%	23%	15%
3 - 4 lbs.....	13%	5%	27%	22%
5 - 9 lbs.....	47%	47%	48%	48%
10 - 15 lbs.....	31%	35%	26%	25%
20 - 30 lbs.....	17%	23%	11%	9%
Other.....	1%	1%	2%	-

13. "About how long is it, on the average, from the time your farmer customers place a firm ORDER for a corn herbicide to the time they actually take DELIVERY?"

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	401	247	53	101
Percent of corn herbicide dealers reporting:				
Less than 2 weeks.....	56%	48%	83%	61%
2 weeks to 1 month.....	22%	23%	10%	25%
Between 1 and 2 months.....	12%	16%	4%	9%
Between 2 and 3 months.....	7%	9%	3%	3%
Between 3 and 4 months.....	2%	3%	-	-
More than 4 months.....	1%	1%	-	2%

14. "Do you obtain your pesticides from chemical distributors or direct from the manufacturer?"

Respondents..	435	249	73	113
Percent of pesticide dealers reporting:				
Only from chemical distributor(s)..	69%	77%	55%	58%
Only direct from chemical manufacturer(s).....	4%	4%	7%	4%
From both of above sources.....	27%	19%	38%	38%

15. "When do you order your major purchases of herbicides and crop insecticides, if any?"

Herbicides

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	408	240	63	105
Percent of herbicide dealers reporting:				
January.....	32%	33%	27%	35%
February.....	21%	16%	29%	29%
March.....	21%	18%	22%	26%
April.....	18%	12%	30%	24%
May.....	9%	5%	21%	11%
June.....	5%	2%	13%	7%
July.....	2%	1%	8%	2%
August.....	3%	1%	8%	4%
September.....	4%	4%	6%	1%
October.....	6%	6%	6%	5%
November.....	24%	28%	16%	20%
December.....	17%	20%	11%	12%

Crop Insecticides

Respondents..	373	222	58	93
Percent of crop insecticide dealers reporting:				
January.....	29%	32%	21%	29%
February.....	18%	16%	19%	25%
March.....	19%	16%	16%	28%
April.....	17%	12%	28%	22%
May.....	13%	6%	28%	18%
June.....	8%	3%	26%	9%
July.....	7%	2%	22%	10%
August.....	5%	2%	16%	5%
September.....	4%	5%	7%	1%
October.....	6%	7%	5%	5%
November.....	22%	27%	9%	18%
December.....	17%	19%	14%	14%

16. "Which month(s) are normally your best for sales of herbicides, and crop insecticides, if any?"

Herbicides

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	423	248	66	109
Percent of herbicide dealers reporting:				
January.....	11%	14%	9%	6%
February.....	9%	10%	12%	5%
March.....	24%	19%	35%	28%
April.....	54%	54%	53%	55%
May.....	65%	63%	59%	72%
June.....	29%	21%	41%	40%
July.....	7%	4%	15%	7%
August.....	3%	1%	9%	4%
September.....	2%	1%	2%	6%
October.....	2%	1%	3%	4%
November.....	10%	12%	3%	8%
December.....	2%	2%	3%	3%

Crop Insecticides

Respondents..	385	224	61	100
Percent of crop insecticide dealers reporting:				
January.....	10%	14%	2%	7%
February.....	6%	8%	3%	5%
March.....	19%	18%	18%	20%
April.....	43%	49%	30%	39%
May.....	58%	59%	49%	60%
June.....	31%	17%	56%	47%
July.....	19%	6%	41%	36%
August.....	11%	3%	21%	22%
September.....	5%	*	11%	10%
October.....	1%	1%	3%	1%
November.....	9%	11%	3%	6%
December.....	2%	2%	2%	1%

*Less than 0.5%.

17. DEALERS' MOST IMPORTANT SOURCES OF INFORMATION REGARDING NEW AND OLDER PESTICIDES, THEIR USES AND LIMITATIONS

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	436	249	75	112
Percent of pesticide dealers reporting:				
Pesticide manufacturers' literature.....	58%	59%	57%	56%
Pesticide manufacturers' distributors or sales representatives...	74%	74%	72%	75%
Trade magazines.....	34%	35%	29%	37%
University personnel.....	37%	38%	31%	38%
Farmer customers.....	22%	23%	19%	23%
Other.....	6%	4%	9%	7%

18. SERVICES DEALERS RECEIVED FROM PESTICIDE MANUFACTURERS IN LAST TWO YEARS

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	410	234	68	108
Percent of pesticide dealers reporting:				
Aid in running farmer meetings.....	73%	78%	57%	72%
Cooperative advertising program(s).	49%	53%	43%	43%
Point-of-purchase sales aids.....	47%	46%	49%	50%
Product information.....	83%	82%	78%	89%
Accounting systems assistance.....	1%	1%	-	1%
Direct selling by manufacturer to farmer in cooperation with dealer.....	9%	7%	13%	10%
Other.....	2%	3%	1%	2%

(a) Most Helpful Of Services Received

Respondents..	207	121	30	56
Percent of pesticide dealers reporting:				
Aid in running farmer meetings...	36%	33%	33%	41%
Cooperative advertising program(s).....	4%	5%	7%	-
Point-of-purchase sales aids.....	4%	4%	7%	2%
Product information.....	51%	54%	47%	48%
Accounting systems assistance....	1%	1%	-	2%
Direct selling by manufacturer to farmer in cooperation with dealer.....	1%	-	3%	4%
Other.....	3%	3%	3%	3%

19. "When farmers come to you to buy a herbicide or crop insecticide, about what percent of them have a specific brand that they request and buy without discussion?"

Herbicide

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	432	247	70	115
Percent of herbicide dealers reporting:				
Less than 25%.....	24%	20%	26%	33%
25% - 49%.....	27%	32%	14%	24%
50% - 74%.....	35%	36%	39%	31%
75% - 100%.....	14%	12%	21%	12%

Crop Insecticide

Respondents..	389	220	63	106
Percent of crop insecticide dealers reporting:				
Less than 25%.....	28%	24%	27%	40%
25% - 49%.....	31%	34%	29%	25%
50% - 74%.....	26%	28%	22%	23%
75% - 100%.....	15%	14%	22%	12%

19(a). "When farmers ask you for information or advice in selecting a specific herbicide or crop insecticide, do they usually follow your recommendation?"

Herbicide

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	422	240	71	111
Percent of herbicide dealers reporting:				
Yes.....	98%	98%	100%	97%
No.....	2%	2%	-	3%

Crop Insecticide

Respondents..	401	224	69	108
Percent of crop insecticide dealers reporting:				
Yes.....	98%	98%	97%	97%
No.....	2%	2%	3%	3%

20. "Which of the following probably do the best job of motivating you to sell a particular brand of pesticide?"

Respondents..	431	246	72	113
Percent of pesticide dealers reporting:				
Dealer promotional incentive(s).....	10%	14%	6%	5%
Farmer demand.....	58%	54%	58%	66%
Pesticide effectiveness.....	68%	70%	68%	64%
Profit margin.....	29%	28%	36%	27%
Other.....	2%	1%	-	4%

21. "Would you be interested in cooperating with pesticide manufacturers by providing them with names of farmers for direct mailing of product information?"

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	401	229	63	109
Percent of pesticide dealers answering "Yes".....	52%	48%	51%	61%

(a) "Do you cooperate in such programs currently?"

Respondents..	382	220	58	104
Percent of pesticide dealers answering "Yes".....	34%	31%	34%	40%

22. "Did you conduct any farmer meetings in the last twelve months?"

Respondents..	433	247	72	114
Percent of pesticide dealers answering "Yes".....	75%	80%	65%	69%

(a) "If 'yes,' did any of your suppliers cooperate in putting on any of these meetings?"

Respondents..	330	199	48	83
Among pesticide dealers conducting farmer meetings in 1981, percent answering "Yes".....	92%	92%	88%	94%

23. "Which type of farmer meeting is more helpful to you?"

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	386	230	56	100
Percent of pesticide dealers reporting:				
Farmer meetings sponsored only by you (the dealer).....	13%	14%	14%	9%
Farmer meetings in which your supplier(s) cooperate.....	77%	77%	75%	78%
Have not had experience with both types.....	10%	9%	11%	13%

24. "Which one of the following types of point-of-purchase materials is most useful to you?"

Respondents..	413	236	65	112
Percent of pesticide dealers reporting:				
Counter cards.....	9%	10%	7%	7%
Wall banners.....	8%	9%	9%	4%
Product displays.....	22%	19%	29%	24%
Product literature pieces...	36%	35%	32%	40%
Product literature racks....	24%	26%	22%	23%
Other.....	1%	1%	1%	2%

25. "Which two of the following cooperative advertising services are most valuable to you?"

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	403	233	65	105
Percent of pesticide dealers reporting:				
Radio.....	48%	45%	55%	50%
Local newspaper.....	69%	70%	66%	70%
Billboard.....	6%	6%	8%	7%
TV.....	24%	28%	18%	18%
Other.....	9%	9%	12%	8%

26. "Do any other people share your copy of Farm Supplier?"

Respondents..	587	328	101	158
Percent of dealers answering "Yes".....	57%	59%	56%	56%

(a) "If 'yes,' about how many others share your copy of Farm Supplier?"

Respondents..	305	170	52	83
Among dealers sharing their copy of FARM SUPPLIER, percent sharing it with:				
Six or more other people..	13%	11%	19%	12%
Four or five other people.	25%	25%	27%	22%
Three other people.....	20%	22%	17%	18%
Two other people.....	33%	30%	33%	40%
One other person.....	9%	12%	4%	8%
Among subscribers sharing their copy of FARM SUPPLIER, average number of pass-along readers per copy.....	3.9	3.5	4.6	4.3
Among all subscribers, average number of pass-along readers per copy.....	2.2	2.1	2.6	2.4

27. "Roughly how much time do you spend in reading and referring to an average issue of Farm Supplier?"

	Total U.S.	Corn States	Cotton States	Other States
Respondents..	599	332	104	163
Percent of dealers reporting:				
About three hours or more.....	1%	1%	1%	1%
About two hours.....	8%	9%	9%	7%
About one hour.....	37%	40%	28%	36%
About half an hour.....	40%	38%	42%	44%
Less than half an hour.....	14%	13%	20%	13%

28. OTHER PUBLICATIONS WHICH DEALERS RECEIVE REGULARLY

Respondents..	593	335	99	159
Percent of dealers reporting:				
Agrichemical Age.....	38%	42%	34%	31%
Custom Applicator.....	52%	57%	37%	50%
Farm Chemicals.....	62%	66%	49%	59%
Farm Store Merchandising.....	71%	71%	64%	74%
Fertilizer Progress.....	22%	22%	23%	22%
Solutions (Fertilizer).....	41%	47%	32%	34%
None of above.....	10%	9%	13%	9%

EDITOR'S GUIDE

CONFIDENTIAL INFORMATION

To help improve FARM SUPPLIER

Note: If you are with a multiple outlet company, please answer only for the outlet where you spend the largest part of your time.

START HERE

1. Please check each of the following items that you sold in the last twelve months.

(5)– 1 ☐ Feed (complete feed, supplement, premix, pet food)
2 ☐ Fertilizer (including foliar nutrients)
3 ☐ Crop pesticides (herbicides, insecticides, fungicides, fumigants, nematicides, etc.)
4 ☐ Animal health products (including feed additives sold separately)
5 ☐ Garden and lawn supplies
6 ☐ Hardware (including power equipment)
7 ☐ Seed corn
8 ☐ Forage seed
9 ☐ Grain, grain storage, grain drying
0 ☐ Other services (including custom application, etc.)
× ☐ Other products

If you do **not** sell any crop pesticides (weed killers, crop insecticides, fungicides, or fumigants, please skip to question 26.

2. If you sell **crop** pesticides please check each of the following types that you regularly stock and sell.

(6)– 1 ☐ Herbicides (weed killers)
2 ☐ Crop insecticides
3 ☐ Fungicides
4 ☐ Fumigants
5 ☐ Grain fumigants
6 ☐ Soil fumigants
7 ☐ Other fumigants
8 ☐ Nematicides
9 ☐ Other crop pesticides (defoliants, dessicants, etc.)
0 ☐ Adjuvants

For which **crops** do you sell herbicides, insecticides, and/or fungicides? (please check)

Crop	Herbicide 1	Insecticide 2	Fungicide 3	
Alfalfa	☐	☐	☐	(7)
Apples	☐	☐	☐	(8)
Barley	☐	☐	☐	(9)
Corn (for grain)	☐	☐	☐	(10)
Cotton	☐	☐	☐	(11)
Forage crops other than alfalfa.	☐	☐	☐	(12)
Irish potatoes	☐	☐	☐	(13)
Milo	☐	☐	☐	(14)
Oats	☐	☐	☐	(15)
Peanuts	☐	☐	☐	(16)
Pecans	☐	☐	☐	(17)
Sorghum grain	☐	☐	☐	(18)
Soybeans	☐	☐	☐	(19)
Sweet corn	☐	☐	☐	(20)
Tobacco	☐	☐	☐	(21)
Tomatoes	☐	☐	☐	(22)
Wheat	☐	☐	☐	(23)
Woody plants	☐	☐	☐	(25)
Non-crop areas				
Fish ponds	☐	☐	☐	(26)
Pastures and roadsides	☐	☐	☐	(27)

4. Will you please **check** the following herbicides that you **do** stock and sell.

Herbicides

(29)– 1 ☐ AAtrex
2 ☐ AAtrex 4L
3 ☐ AAtrex 80W
4 ☐ AAtrex Nine–0
5 ☐ Alanap
6 ☐ Amex
7 ☐ Amex 820
8 ☐ Amiben
9 ☐ Aminotriazole
0 ☐ Amitrol–T
× ☐ Amizine
(30)– 1 ☐ Avadex
2 ☐ Avenge
3 ☐ Banvel
4 ☐ Banvel K
5 ☐ Baron
6 ☐ Basagran
7 ☐ Basalin
8 ☐ Bastapon
9 ☐ Betanex
(31)– 1 ☐ Bexton
2 ☐ Bicep
3 ☐ Bladex 80 WP
4 ☐ Bladex 15 G
5 ☐ Bladex 4 WDS
6 ☐ Blazer
7 ☐ Brominal
8 ☐ Bueno 6
9 ☐ Butyrac
0 ☐ Caparol
(32)– 1 ☐ Carbyne
2 ☐ Casoron
3 ☐ Chem Hoe IPC
4 ☐ CIPC
5 ☐ Cobex IPC
6 ☐ Copper Sulfate
7 ☐ Cotoran
8 ☐ Cytrol
9 ☐ 2,4–
(33)– 1 ☐ Dacamine
2 ☐ Daconate
3 ☐ Dacthal
4 ☐ Ded–Weed

Herbicides (cont.)

5 ☐ Dinitros
6 ☐ Diquat
7 ☐ Dow general
8 ☐ Dowpon (Dalapon)
9 ☐ DSMA
(34)– 1 ☐ Dual
2 ☐ Dymid
3 ☐ Dyanap
4 ☐ Enide
5 ☐ Eptam
6 ☐ Eradicane
7 ☐ Erbon
8 ☐ Esteron 99
9 ☐ Furloe
(35)– 1 ☐ Furloe CIPC
2 ☐ Hel–Fire
3 ☐ Hoelon 3EC
4 ☐ Hyvar
5 ☐ Karmex
6 ☐ Kerb
7 ☐ Klean–Krop
8 ☐ Lasso
9 ☐ Lasso 4 EC
0 ☐ Lexone 50W
× ☐ Lexone 4L
Y ☐ Lexone DF
(36)– 1 ☐ Lorox
2 ☐ Maloran
3 ☐ MCPA
4 ☐ MCPB
5 ☐ Milogard
6 ☐ Modown
7 ☐ MonDak
8 ☐ MSMA
9 ☐ Norex
0 ☐ NPA–3
(37)– 1 ☐ Ordram
2 ☐ Paraquat
3 ☐ Patoran
4 ☐ Premerge
5 ☐ Princep
6 ☐ Probe

Herbicides (cont.)

7 ☐ Propazine
8 ☐ Prowl
9 ☐ Pyramin
0 ☐ Ramrod
× ☐ Randox
(38)– 1 ☐ Rogue
2 ☐ Ro–Neet
3 ☐ Roundup
4 ☐ Sencor
5 ☐ Sencor Sprayule
6 ☐ Silvex
7 ☐ Simazine
8 ☐ Sinox
9 ☐ Sodium Chlorate
0 ☐ Solo
× ☐ Stam
(39)– 1 ☐ Stampede
2 ☐ Surflan
3 ☐ Surge
4 ☐ Sutan
5 ☐ 2, 4, 5–T
6 ☐ TCA
7 ☐ Telvar
8 ☐ Tenoran
9 ☐ Tillam
0 ☐ Tolban
(40)– 1 ☐ Tordon
2 ☐ Tordon 22 K
3 ☐ Treflan
4 ☐ Trysben
5 ☐ Ureabor
6 ☐ Vegadex
7 ☐ Vegiben
8 ☐ Vernam
9 ☐ Wallop
0 ☐ Weedazol
× ☐ Weedone 638
Y ☐ Other (please specify)

5. Will you please check the following **other pesticides** that you regularly stock and sell.

Insecticides

(41)– 1 ☐ Alfa–Tox
2 ☐ Ambush
3 ☐ Azodrin
4 ☐ Bactur
5 ☐ Baygon

Insecticides (cont.)

6 ☐ Baytex
7 ☐ Bidrin
8 ☐ Chlordane
9 ☐ Comite
(42)– 1 ☐ Counter 15–G

turn to page 4

5. (cont.)

Insecticides (cont.)

- ☐ Cygon (400)
- ☐ Dasanit
- ☐ DDVP
- ☐ De-Fend
- ☐ Delnav
- ☐ Diazinon
- ☐ Dibrom
- ☐ Dimilin
- ☐ Dipterex
- ☐ Di-Syston
- ☐ Dyfonate
- ☐ Dylox
- ☐ Endrin
- ☐ Ethion
- ☐ Ethyl Parathion
- ☐ Fundal
- ☐ Furadan
- ☐ Galecron
- ☐ Guthion
- ☐ Heptachlor
- ☐ Imidan
- ☐ Kelthane
- ☐ Lannate
- ☐ Lorsban 4E
- ☐ Lorsban 15 G
- ☐ Malathion
- ☐ Metasystox R

Insecticides (cont.)

- ☐ Methoxychlor
- ☐ Methyl Parathion
- ☐ Mocap
- ☐ Monitor 4
- ☐ Morocide
- ☐ Nudrin
- ☐ Penncap-M
- ☐ Phosdrin
- ☐ Phosphamidon
- ☐ Pounce
- ☐ Proxol
- ☐ Pydrin
- ☐ Rebelate
- ☐ Sevin
- ☐ Supracide
- ☐ Systox
- ☐ Tedion
- ☐ Temik
- ☐ TEPP
- ☐ Thimet 15-G
- ☐ Thiodan
- ☐ Toxaphene
- ☐ Trithion
- ☐ Vapona
- ☐ Other (please specify)

Fungicides

- ☐ Benlate
- ☐ Bravo
- ☐ Captan
- ☐ Ceresan
- ☐ Copper Sulfate
- ☐ Crag
- ☐ Cyprex
- ☐ Daconil 2787
- ☐ Dithane
- ☐ Du-Ter
- ☐ Dyrene
- ☐ Ferbam
- ☐ Karathane
- ☐ Manzate
- ☐ Morestan

Fungicides (cont.)

- ☐ Nabam
- ☐ Panogen
- ☐ Pentachlorophenol
- ☐ Polyram
- ☐ Thiram
- ☐ Topsin
- ☐ 2, 4, 5-Trichlorophenol
- ☐ Zineb
- ☐ Other (please specify)

Nematicides

- ☐ Dasanit
- ☐ Nemacur
- ☐ Other (please specify)

Fumigants

- ☐ Brom-o-gas
- ☐ Carbon Tetrachloride
- ☐ Chloropichrin
- ☐ Cyanogas
- ☐ DD
- ☐ Dorlone
- ☐ Dowfume MC-2
- ☐ Fieldfume
- ☐ Fumazone 70E
- ☐ Fumazone 86
- ☐ Kolker

Fumigants (cont.)

- ☐ Methyl Bromide
- ☐ Nemagon
- ☐ Penephene
- ☐ Pestmaster
- ☐ Soilfume
- ☐ Telone
- ☐ Tetrafume
- ☐ Vidden D
- ☐ Other (please specify)

Other Pesticides

- ☐ DEF 6
- ☐ Fintrol
- ☐ Vendex
- ☐ Other (please specify)

Adjuvants

- ☐ Citowett Plus
- ☐ Extend
- ☐ Ortho X 77
- ☐ Triton
- ☐ Unite
- ☐ Wex
- ☐ Other (please specify)

80-1
80-2

6. Please circle the check marks in questions 4 and 5 that indicate your **two best-selling** (largest dollar volume) herbicides, insecticides, fungicides, fumigants and adjuvants in the last twelve months.

7. Do you stock the **dry flowable** or **water dispersible granular formulations** of AAtrex Nine-O, Lexone DF, and/or Sencor Sprayule?

☐ Yes ☐ No

(a) If "yes," which herbicide(s)? (please check)

- ☐ AAtrex Nine-O
- ☐ Lexone DF
- ☐ Sencor Sprayule

(b) Do you feel that these dry flowable or water dispersible **granular** formulations will eventually replace less than half, most, or all, of the **liquid** and **powder** formulations of those products? (please check once for each product)

Will eventually replace:	AAtrex Nine-O	Lexone DF	Sencor Sprayule
Less than half	☐	☐	☐
Most	☐	☐	☐
All	☐	☐	☐
Have no idea	☐	☐	☐

8. What qualities account for the popularity of your best-selling herbicide? (please check)

- ☐ Effective control of grasses
- ☐ Effective control of broadleaf weeds
- ☐ Broad spectrum activity
- ☐ Safety to crop
- ☐ Medium-range residual activity (long enough to keep fields clean until crop approaches maturity, but with no hazard to following crop rotation)
- ☐ Reasonable cost
- ☐ Ease of application
- ☐ Compatibilty with other pesticides
- ☐ Other (please specify)

9. What qualities account for the popularity of your best-selling crop insecticide? (please check)

- ☐ Effectiveness against a broad range of insect pests
- ☐ Effectiveness against a specific pest
- ☐ Ease of application
- ☐ Safety to applicator
- ☐ Low residual toxicity (to permit legal marketing of crop)
- ☐ Long residual activity against insects
- ☐ Reasonable cost
- ☐ Other (please specify)

10. What was your approximate dollar sales volume of the following classes of pesticides that you **did** sell in the last twelve months?

	(Approx.)
Herbicides.....	_____ dollars
Crop insecticides..	_____ dollars
Fungicides.....	_____ dollars
Fumigants.....	_____ dollars
Nematicides.....	_____ dollars
Other pesticides...	_____ dollars
Adjuvants.....	_____ dollars

11. In which of the following forms do you sell pesticides? (please **check** all that apply)

	Herbicides	Insecticides	Fungicides
Liquid.....	☐	☐	☐
Powder.....	☐	☐	☐
Granular **flowable**...	☐	☐	☐
Other granular.....	☐	☐	☐
Other.....	☐	☐	☐

12. (a) What type(s) of crop pesticide **container(s)** do you (please check all that apply)

	For LIQUID **Herbicide**	For LIQUID **Insecticide**	For LIQUID **Fungicide**
Metal.....	☐	☐	☐
Plastic.....	☐	☐	☐
Glass.....	☐	☐	☐
Other.....	☐	☐	☐

	For GRANULAR **Herbicide**	For GRANULAR **Insecticide**	For GRANULAR **Fungicide**
Bag.....	☐	☐	☐
Bags in carton	☐	☐	☐
Fiber drum.....	☐	☐	☐
Other.....	☐	☐	☐

	For POWDERED **Herbicde**	For POWDERED **Insecticide**	For POWDERED **Fungicide**
Bags in carton.	☐	☐	☐
Water-soluble bag.....	☐	☐	☐
Other bag.....	☐	☐	☐
Metal.....	☐	☐	☐
Fiber drum.....	☐	☐	☐
Other.....	☐	☐	☐

(b) What **size(s)** of herbicide container(s) do you prefer? (please check)

For LIQUID **Herbicide**

- ☐ Quart
- ☐ Gallon
- ☐ 5 Gallon Can
- ☐ 30 Gallon Drum
- ☐ 55 Gallon Drum
- ☐ Over 500 Gallon Bulk
- ☐ Other (please specify) _____

For GRANULAR **Herbicide**

- ☐ 5 – 10 lbs.
- ☐ 15 – 20 lbs.
- ☐ 25 – 30 lbs.
- ☐ 40 – 50 lbs.
- ☐ Other (please specify) _____

For POWDERED **Herbicide**

- ☐ 1 – 2 lbs.
- ☐ 3 – 4 lbs.
- ☐ 5 – 9 lbs.
- ☐ 10 – 15 lbs.
- ☐ 20 – 30 lbs.
- ☐ Other (please specify) _____

13. About how long is it, on the average, from the time your farmer customers place a firm **order** for a corn herbicide to the time they actually take **delivery?** (please check)

- ☐ Less then 2 weeks
- ☐ 2 weeks to 1 month
- ☐ Between 1 and 2 months
- ☐ Between 2 and 3 months
- ☐ Between 3 and 4 months
- ☐ More than 4 months
- ☐ Don't sell corn herbicide

14. Do you obtain your pesticides from chemical distributors or direct from the manufacturer? (please check)

- ☐ Only from chemical distributor(s)
- ☐ Only direct from chemical manufacturer(s)
- ☐ From both of above sources

15. When do you **order** your **major** purchases of herbicides and crop insecticides, if any? (please check under each column)

	Herbicides	Crop Insecticides
January....	☐	☐
February...	☐	☐
March.....	☐	☐
April.....	☐	☐
May.....	☐	☐
June.....	☐	☐
July.....	☐	☐
August.....	☐	☐
September.	☐	☐
October....	☐	☐
November.	☐	☐
December.	☐	☐

Which month(s) are normally your **best** for **sales** of herbicides, and crop insecticides, if any? (please check under each column)

	Herbicides (62)	Crop Insectucudes (63)
January...	☐	☐
February..	☐	☐
March.....	☐	☐
April.....	☐	☐
May.....	☐	☐
June.....	☐	☐
July.....	☐	☐
August.....	☐	☐
September..	☐	☐
October.....	☐	☐
November..	☐	☐
December..	☐	☐

17. Please check your three most important sources of information regarding new and older pesticides, their uses and limitations.

(68)-1 ☐ Pesticide manufacturers' literature
2 ☐ Pesticide manufacturers' distributors or sales representatives
3 ☐ Trade magazines
4 ☐ University personnel
5 ☐ Farmer customers
6 ☐ Other (please specify) _____

18. Please check the following services you have received from pesticide manufacturers in the last two years.

(69)-1 ☐ Aid in running farmer meetings
2 ☐ Cooperative advertising program(s)
(70) 3 ☐ Point-of-purchase sales aids
4 ☐ Product information
5 ☐ Accounting systems assistance
6 ☐ Direct selling by manufacturer to farmer in cooperation with dealer.
7 ☐ Other (please specify) _____

(a) Now please circle the check mark in question 18 above that indicates the **most helpful** service.

19. When farmers come to you to buy a herbicide or crop insecticide, about what percent of them have a specific brand that they request and **buy without discussion**? (please check under each heading below)

	Herbicide (71)	Crop Insecticide (72)
Less than 25%.	☐	☐
25% – 49%.....	☐	☐
50%-74%.....	☐	☐
75% – 100%.....	☐	☐

(a) When farmers ask you for information or advice in selecting a specific herbicide or crop insecticide, do they usually follow your recommendation? (please check below under each heading)

	Herbicide	Crop Insecticide
Yes..	☐ (73)	☐ (74)
No....	☐	☐

20. Which of the following probably do the best job of motivating you to sell a particular brand of pesticide? (Please check no more than two)

(51)-1 ☐ Dealer promotional incentive(s)
2 ☐ Farmer demand
3 ☐ Pesticide effectiveness
4 ☐ Profit margin
5 ☐ Other (please specify) _____

21. Would you be interested in cooperating with pesticide manufacturers by providing them with names of farmers for direct mailing of product information? (61)-1 Y ☐ No ☐
(a) Do you cooperate in such programs currently? (7)- ☐ N ☐

22. Did you conduct any farmer meetings in the last twelve months? (please check) (8)-1 Yes ☐ No ☐ 2
(a) If "yes," did any of your suppliers cooperate in putting on any of these meetings? (9)-1 Yes ☐ No ☐ 2

23. Which type of farmer meeting is more helpful to you? (please check)
(10)-1 ☐ Farmer meetings sponsored only by you (the dealer)
2 ☐ Farmer meetings in which your supplier(s) cooperate
3 ☐ Have not had experience with both types

24. Which one of the following types of point-of-purchase materials is most useful to you? (please check)
(11)-1 ☐ Counter cards
2 ☐ Wall banners
3 ☐ Product displays
4 ☐ Product literature pieces
5 ☐ Product literature racks
6 ☐ Other (please specify) _____

25. Which two of the following cooperative advertising services are most valuable to you? (please check)
(12)-1 ☐ Radio
2 ☐ Local newspaper
3 ☐ Billboard
4 ☐ TV
5 ☐ Other (please specify) _____

26. Do any other people share your copy of Farm Supplier? (please check) (13)-1 Yes ☐ No ☐ 2
(a) If "yes," about how many others share your copy of Farm Supplier? _____ (14-15) number

27. Roughly how much time do you spend in reading and referring to an average issue of Farm Sypplier? (please check)
(16)-1 ☐ Less than half an hour
2 ☐ About half an hour
3 ☐ About one hour
4 ☐ About two hours
5 ☐ About three hours or more

28. Please check each of the following other publications which you receive regularly.
(17)-1 ☐ Agrichemical Age
2 ☐ Custom Applicator
3 ☐ Farm Chemicals
4 ☐ Farm Store Merchandising
5 ☐ Fertilizer Progress
6 ☐ Solutions (Fertilizer)
7 ☐ None of above

Thank you for returning this folder promptly. We appreciate your interest in FARM SUPPLIER, and I am sure this information will help us to make it even more valuable to you.
Jim Klatt, Ed.

Farm Supplier Mount Morris, IL 61054